

# EMBASSY OF THE UNITED STATES OF AMERICA

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## PRESS RELEASE

### **USAID AND GOB JOINTLY LAUNCH THE NATIONAL LEVEL COMMUNICATION CAMPAIGN ON LONG ACTING AND PERMANENT FAMILY PLANNING METHODS**

**DHAKA , MAY 5 --** The United States Ambassador to Bangladesh, James F. Moriarty, and Bangladesh Minister of Health, Dr. A.F.M. Ruhul Haque, launched the National Level Communication Campaign on Long-Acting and Permanent Family Planning Methods at the Banghabandhu International Conference Centre in Dhaka today. The U.S. Government-funded Mayer Hashi Program, one of USAID's health projects implemented in collaboration with the Directorate General of Family Planning, has developed this campaign.

The launching ceremony showcased the new national mass media campaign before national stakeholders and technical experts. The campaign focuses on the promotion of various long-acting and permanent methods for family planning. Through this campaign, Bangladesh's family planning program is expected to reach audiences like potential users, service providers, and community change agents and leaders. For each of these audiences, specific strategies, messages and materials have been developed to ensure that appropriate and useful information is conveyed.

Long-acting and permanent family planning methods are highly effective, safe and suitable for those clients who want to delay space or limit birth intervals.

The U.S. Government has supported the family planning program in Bangladesh for over four decades, demonstrating its continued commitment to the family planning program in Bangladesh. USAID administers programs in five key areas in Bangladesh: improving health and pre-primary education; creating income opportunities for rural poor; supporting good governance; enhancing food security; and strengthening disaster preparedness and providing emergency assistance following natural disasters. Since 1971, the U.S. Government has provided over \$5.8 billion in assistance to Bangladesh.

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*Note: A Bangla translation of this press release is also available at the American Center. If you are interested in the translation, please call the American Center Press Section, Tel: 8837150-4, Fax: 9885688; e-mail: [DhakaPA@state.gov](mailto:DhakaPA@state.gov); Website: [http:// dhaka.usembassy.gov](http://dhaka.usembassy.gov)*